

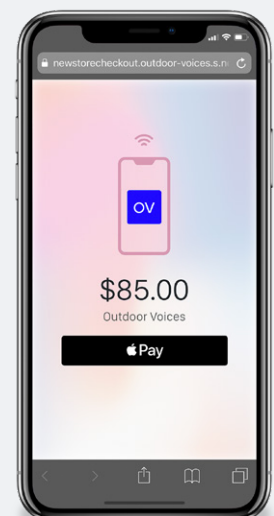
## CASE STUDY

# Outdoor Voices Activates The Future of Retail By #DoingThings The Omnichannel Way

Outdoor Voices, known for its colorful exercise essentials, is redefining what it means to be an activewear brand. Instead of putting pressure on performance, the company takes a light-hearted approach to activity - prioritizing fun over fast and inspiring people to move. It's this inclusive and approachable idea of fitness that has helped it build a community of "Recreational enthusiasts" who love Doing Things — for the joy they bring to every day.

## Why NewStore?

Outdoor Voices wanted to introduce technology to its shops to eliminate unnecessary manual efforts by "Team OV," while reinvigorating the customer shopping experience. The company selected the NewStore Omnichannel Platform, the only integrated cloud OMS and mobile POS, for its ability to power a seamlessly integrated online and store experience. This is core to its vision of retail being about activating the community.



Outdoor Voices started online in 2014, then stocked its activewear kits in a select range of stores nationwide. It always had retail in the roadmap, though, and quickly pivoted to a direct-to-consumer model to focus on its relationship with customers. The brand opened its first brick-and-mortar shop in August 2014, and now has nine locations across the country. As its retail footprint expands - including a Flatiron shop opening in 2019 - it's become increasingly important for all touchpoints with customers to be efficient, seamless and cohesive.

With NewStore and its iOS apps, Outdoor Voices has been able to transform how its store associates provide personalized service to customers. In the past, they were challenged by store hardware and software with limited support for the end-to-end customer journey. Now, associates can quickly and easily deploy key omnichannel features, including endless aisle, mobile checkout, store fulfillment, inventory management and clienteling.

The NewStore Omnichannel Platform aggregates intelligence from the entire Outdoor Voices business and makes it visible and actionable on the NewStore Associate App and NewStore Fulfillment App. This means that every user of the system can facilitate a seamless customer journey, from helping with an in-store pickup to fulfilling an order from another location to completing a transaction in seconds. Whether the shopper is in-store to buy or to participate in an event, they will be met with the very best experience, every time.

Being mobile-first transforms how Outdoor Voices shops operate, how store associates go about their day-to-day and most importantly, how customers experience the brand. In using the complete NewStore platform, the company is realizing the true value of being an omnichannel organization. The brand is also able to focus on delivering unique experiences and keep moving with its community. NewStore gives Outdoor Voices more time for #DoingThings!

"We've been looking for the right partner that will make it easy to manage a 360-degree view into our retail shops and for us, that's NewStore. The NewStore Omnichannel Platform creates a symbiotic relationship between our online and in-store transactions by ensuring that our shop teams have the data they need at their fingertips and our customers the technical apparel they've been looking for."

**KEVIN HARWOOD**

Vice President of Technology, Outdoor Voices

**USES**

- Omni Order Management
- Mobile Point of Service
- Real-Time Inventory
- Store Fulfillment
- Endless Aisle
- Clienteling
- Omnichannel Insights

**IMPACT**

- Retailing from iPhone
- Seamless POS Function
- Personalized Associate to Customer Interactions



**Want to reach your goals with NewStore? Contact Us!**